

### **Amendments to the Claims**

The listing of Claims will replace all prior versions and listings of the Claims in the application:

#### **Listing of Claims**

1. (Currently Amended) A real time sales support method comprising:  
at a processor, automatically monitoring an interaction between a sales agent and a customer including non-obtrusively detecting spoken words of at least one of the sales agent and the customer;  
at the processor, automatically determining one or more contexts of the interaction including  
detecting context-identifying keywords among the spoken words to identify a current context and linking the current context to stored information about the a first product and relevant to the interaction, and  
automatically estimating, using the detected context-identifying keywords, a first geographic location of the sales agent and the customer on a retail sales floor to identify a first geographic context of the interaction between the sales agent and the customer, and  
when one of the detected context-identifying keywords is relevant to the first product and a second product and the first and the second products relate to different geographical locations, automatically correlating the detected context-identifying keywords with the first geographic context to identify additional information about the first product common to the second product;

based on the one or more contexts, ignoring a sub-set of spoken words among the spoken words, wherein the set of spoken words are relevant to a second geographic context different from the first geographic context, and automatically retrieving at the processor the stored information relevant to the interaction;

providing the retrieved information in an electronically presentable format to the sales agent to be shared with the customer including:

analyzing the retrieved information to determine an amount of the retrieved information to display;

identifying a suitably equipped display device which is in data communication with the processor and which is appropriate for displaying the amount of retrieved information; and

routing the retrieved information to the suitably equipped display device;

after providing the retrieved information, further monitoring the interaction at the processor and automatically determining one or more additional contexts of the interaction;

based on the one or more additional contexts, automatically retrieving at the processor the additional stored information about the first product relevant to the interaction ~~for the sales agent to share with the customer; and~~

providing the additional stored information to the sales agent ~~to be shared with the customer.~~

2. (Cancelled)

3. (Cancelled)

4. (Currently Amended) The method of claim 1 wherein automatically retrieving stored information comprises:

based on the first geographic location of the sales agent and the customer, retrieving information at the server system about other products for sale near the geographic location on the retail sales floor.

5. (Currently Amended) The method of claim 4 wherein automatically retrieving stored information further comprises:

detecting context-identifying keywords among spoken words of the sales agent and the customer; and

based on the context-identifying keywords, retrieving at the server system additional information about the other products for sale near the geographic location on the retail sales floor.

6. (Cancelled).

7. (Currently Amended) A real-time sales support method comprising:

at a processing device, detecting signals representative of speech of a conversation between a sales agent and a customer;

at the processing device, decoding the speech to detect context keywords in the speech of the conversation;

receiving at one or more locations radio signals transmitted from a device carried by the sales agent;

at the processing device, based on the received radio signals, identifying a geographic location of the conversation as a geographic context of the conversation;

in response to detection of a context keyword, accessing a memory to retrieve first information pertinent to a first context-related informational need of the customer;

in response to detection of geographic location, accessing the memory to retrieve second information pertinent to a second context-related informational need of the customer; and

based on the retrieved first and second information, and an amount of the retrieved first and second information to be displayed, identifying a suitably equipped display device appropriate for displaying the amount of retrieved information, and routing the retrieved information to the suitably equipped display device;

transmitting data from the processing device to [[a]] the suitably equipped display device, the data producing an audio or video presentation of the retrieved information to supplement the conversation between the sales agent and the customer.

8. (Original) The method of claim 7 further comprising:  
at a microphone carried by the sales agent, detecting at least portions of the conversation between the sales agent and the customer and producing electrical signals in response thereto to identify a context of the conversation;  
wirelessly transmitting information about the produced electrical signals to a computer carried by the sales agent.
9. (Previously Presented) The method of claim 8 further comprising:  
processing the information at the processing device of the computer carried by the sales agent; and  
producing the audio or video presentation on a display of the computer carried by the sales agent.
10. (Original) The method of claim 8 further comprising:  
wirelessly transmitting a context-specific query to a server from the computer carried by the sales agent;  
based on the query, at the server retrieving the information from the memory;  
and  
wirelessly transmitting a context-specific response based on the retrieved information from the server to the computer carried by the sales agent.

11. (Cancelled)

12. (Currently Amended) A real-time sales support tool comprising:

a data processing system;

a display system;

an audio input device which non-obtrusively detects at least part of a conversation between a sales agent and a customer;

programming code operational with the data processing system to:

automatically detect context-identifying keywords of the conversation to identify a current context of the conversation and to retrieve from storage information based on the context-identifying keywords;

~~programming code operational with the data processing system to~~

automatically determine a geographic location of the conversation between the sales agent and the customer[[;]] to identify a current geographic context of the conversation and [[to]] retrieve from storage information based on the geographic location;

~~programming code operational with the data processing system and the display system to~~

produce an audio or video presentation of the retrieved information which is relevant to the current context of the conversation to supplement the conversation between the sales agent and the customer;

~~programming code to~~

continuously detect subsequent context identifying keywords to identify an updated context of the conversation and to retrieve updated information based on the subsequent context identifying keywords;

~~programming code to~~

determine an updated geographic location of the conversation to thereby identify an updated geographic context of the conversation and to retrieve updated information based on the updated geographic context of the conversation,

automatically analyze the retrieved information to determine an amount of the retrieved information to be displayed, identify a suitably equipped display device appropriate for displaying the amount of retrieved information, and route the retrieved information to the suitably equipped display device; and

~~programming code to~~

produce an updated audio or video presentation of the retrieved information which is relevant to the updated context or the updated geographic context of the conversation; and

display the updated audio or video presentation on the suitably equipped display device.

13. (Original) The real-time sales support tool of claim 12 further comprising:  
a portable computer including the data processing system and the display system, the portable computer configured to be carried by the sales agent;

a headset in data communication with the portable computer and including the audio input device, the headset configured to be worn by the sales agent during the conversation between the sales agent and the customer.

14. (Previously Presented) The real-time sales support tool of claim 12 further comprising:

a radio circuit to communicate context-specific queries to a server and to retrieve context-specific responses from the server, the context-specific queries being based on the context-identifying keywords, the current geographic context, the subsequent context identifying keywords and the updated geographic context, the context-specific responses including the information retrieved from storage at the server.

15. (Currently Amended) A just-in-time learning tool comprising:

an input/output device to non-obtrusively monitor a conversation and to generate signals representative of spoken words of one or more parties to the conversation;

a speech server wirelessly coupled with the input/output device to continuously receive the signals and to automatically identify specified conversational cues among the spoken words of the conversation to continuously identify and update a current informational need of a party to the conversation;

a location determining device configured to:



continuously determine a current geographical location of the conversation and to further update the current informational need of a party to the conversation based on the current geographical location; and

automatically analyze the current information to determine an amount of the current information to be displayed, identify a suitably equipped display device from a plurality of display devices including the input/output device, in the current geographical location appropriate for displaying the amount of the current information, and route the current information to the suitably equipped display device; and

a data store coupled to the speech server to retrievably store information of potential interest, specific information relevant to the current informational need being retrievable from the data store upon identification of the specified conversational cues or the current geographical location, the specific information being provided substantially in real time from the data store to the input/output device to inform the party to the conversation.

16. (Original) The just-in-time learning tool of claim 15 wherein the input/output device comprises one of:

a tablet personal computer,  
a personal digital assistant, and  
a wireless telephone.

17. (Original) The just-in-time learning tool of claim 15 wherein the speech server comprises one or more grammars, the one or more grammars defining the specified conversational cues and the associated specific information relevant to the current informational need stored in the data store.

18. (Currently Amended) A collaboration method for a sales agent and a customer, the collaboration method comprising:

- (a) at a computing device portable used by the sales agent during an interaction with the customer, receiving information about a conversation between the sales agent and the customer from an audio input device;
- (b) at the computing device, determining the location of the computing device on a sales floor;
- (c) automatically identifying a plurality of contexts of the conversation based on the information;
- (d) based on the location of the computing device, determining a geographic context;
- (e) based on the plurality of contexts and the geographic context, automatically identifying information that might be relevant to the customer and ignoring a set of spoken words from the conversation;
- (f) automatically analyzing the identified information to determine an amount of the identified information to be displayed, identifying a suitably equipped display device appropriate for displaying the amount of retrieved information, and routing the

retrieved information to the suitably equipped display device; and displaying the  
identified information on a the suitably equipped display ~~associated with the computing~~  
device for use by the sales agent in identifying purchase requirements of the customer;  
and

(g) repeating (a) through (g) during the interaction between the sales agent  
and the customer to update the plurality of contexts and to update the displayed  
information as the plurality of contexts changes during the conversation.

19. (Original) The collaboration method of claim 18 further comprising:  
transmitting signals based on the information about the conversation to a  
remotely located server;  
at the server, processing the signals to determine a conversational context; and  
retrieving the information that might be relevant to the customer based on the  
conversational context from a database associated with the server.

20. (Cancelled)

21. (Original) The collaboration method of claim 18 further comprising:  
detecting conversational prompts spoken by the sales agent;  
in response to the conversational prompts, providing the information that might  
be relevant to the customer.

22. (Previously Presented) The method of claim 1 wherein the processor is located in a server system.

23. (Previously Presented) The method of claim 1 wherein the processor is located in a portable computer carried by the sales agent.

24. (Previously Presented) The real-time sales support tool of claim 12 further comprising an 802.11b based location engine to determine the geographic location of the conversation based on radio signals received at the real-time sales support tool.